

ABSTRACT

This study aims to determine whether the assortment of products and prices affect the purchasing decisions and their impact on customer satisfaction in Minimarket Triple-A Bandung and analyze the most dominant factor in influencing the purchase decision process in Minimarket Triple-A Bandung.

The method used is descriptive and verification method with data collection techniques literature studies, field studies and questionnaires. The population in this study is consumers Minimarket Triple-A Bandung were taken by 100 respondents using the technique of Non-Probability Sampling is sampling technique based on chance, that anyone who happened to meet with the investigator can be sampled as it sees fit. After the distribution of the questionnaire, the results of the questionnaires was analyzed using path analysis, determination coefficient and hypothesis testing.

The results showed that the assortment of products and prices, had a positive and significant influence on purchasing decisions, and purchase decisions affect customer satisfaction. Based on statistical analysis, indicators in this study is valid and its variables are reliable. The sequence individually on each of the most influential variable is the price, it is seen from the coefficient of determination influence the assortment of products and prices on the purchasing decision, based on the Standardized Coefficients Beta showed higher prices have an influence on purchasing decisions than the assortment of products. The researchers suggest is to increase the purchase decision process can be done by way of earnings derived from the price per unit of product is not too large, but it is likely consumers will buy routinely

Keywords: Assortment of product, pricing, purchasing decisions, and consumer satisfaction